



GRADUATE SCHOOL

GM1125 Advanced Qualitative Methods, 7.5 credits

Avancerad kvalitativ metod, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Graduate School on 2021-09-27 to be valid from 2022-01-17, spring semester of 2022.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course Advanced Qualitative Methods is a course within the Master of Science programme in Marketing and Consumption at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

Main field of studies

Marketing and Consumption

Specialization

A1N, Second cycle, has only first-cycle course/s as entry requirements

Entry requirements

To be eligible for the course Advanced Qualitative Methods the participant must fulfil the entrance qualifications for one of the Master of Science programmes at the Graduate School.

Learning outcomes

On successful completion of the course, the student will be able to:

1. design a scientific study in relation to a specific research problem using qualitative methods and relevant marketing theory
2. empirically study and analyze a specific marketing and/or consumption phenomenon using qualitative methods and relevant marketing theory

3. critically and constructively analyse, discuss and evaluate various qualitative research methods in the field of marketing and consumption.

Course content

The course Advanced Qualitative Methods aims at providing students with an in-depth understanding of the various methodological approaches to the study of marketing and consumption. The course provides a deep insight into various scientific and methodological approaches as well as practical training in the design and implementation of research projects. This includes data collection methods, interview techniques, observation methods, analysis, interpretation and how to write scientific reports. After completion of the course students will be able to identify a relevant methodological approach in relation to a research problem as well as to develop an appropriate research design applied to real life problems.

Form of teaching

Lectures, seminars, group work and supervision.

Language of instruction: English

Assessment

Learning outcome 1 - 3 will be examined through an individual research project report.

The individual report shall be written individually, cooperation in formulating text, tables, figures etc. is not allowed.

A failed report can be supplemented to a pass grade.

A student who has taken two exams in a course or part of a course without obtaining a pass grade is entitled to the nomination of another examiner. The student needs to contact the department for a new examiner, preferably in writing, and this should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for special educational support, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, the examiner may decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years, after the course has ceased/been changed.

The number of examinations is limited to five.

Grades

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

The grade (A-E) corresponds to the total score a student obtains on research project report. To receive a pass grade (A-E) $\geq 50\%$ points is required. The scale is tied to fixed score intervals:

A: 85-100%

B: 75-84%

C: 68-74%

D: 60-67%

E: 50-59%

F: $<50\%$

Course evaluation

The course will be evaluated upon completion. The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.